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38.(Amended) A method comprising the steps of:  
receiving via internet a telephone number and an e-mail address corresponding to  
a subscriber;  
receiving an e-mail message at said e-mail address; and  
delivering to said subscriber via telephone an e-mail reminder telephone call, at  
said subscriber telephone number, so as to inform said subscriber of said receipt of said e-mail  
message, wherein said e-mail reminder telephone call further comprises a message associated  
with a product or service provider.

39. (Amended) The method according to claim 38, wherein said message [e-mail  
reminder telephone call further] comprises a marketing message.

### Remarks

#### **I. Introduction**

Claims 1-44 are pending in this application.

Claims 1-34 and 38-44 are rejected.

Claims 35-37 are allowed.

Claims 1,2, 4, 7, 8, 18, 19, 38 and 39 are amended. No new matter has been  
added.

Claims 1-44 are presented herein for review and reconsideration by the Examiner.

#### **II. Response to 35 U.S.C. 112 Rejection**

Paragraph 2 of the Office Action states that claims 4, 7 and 8 do not have antecedent

basis to recite "said subscriber." Claims 4, 7 and 8 have been amended to recite "a subscriber." Therefore, Applicant respectfully requests that this rejection be withdrawn.

### **III. Response to 35 U.S.C. 102(e) Rejection**

Paragraph 4 of the Office Action rejects claims 14 and 31 under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 5,974,398 to Hanson (hereinafter referred to as "Hanson"). Specifically, the Examiner states that Hanson teaches receiving via Internet demographic information corresponding to a subscriber, assigning to the subscriber a storage space which is configured to store a personal message to the subscriber, delivering to the subscriber a marketing message corresponding to the demographic information when the subscriber accesses the personal message. Applicant respectfully submits that the claims are not anticipated by Hanson and respectfully requests that the §102(e) rejection be withdrawn.

Hanson is directed to an interactive information and entertainment service in which customer's see advertiser's bids for their attention which are displayed on their display screen and choose which advertisements to view. For each advertisement viewed, the advertiser's bid amount pays for a portion of the user's service or usage charge. The customer's interest profiles and service usage data are collected by the service provider and are used by advertisers to determine the amount that they will bid for the customer to select their advertisement to view.

As stated above, Applicant respectfully submits that independent claims 14 and 31 are not anticipated by Hanson. For instance, Hanson does not disclose or teach a storage space configured to store a personal message to said subscriber. Advertiser offer database 106 of

Hanson stores the bids that will be displayed to the customer. Advertiser content database 108 of Hanson stores the actual advertisements. Neither database in Hanson is configured to store a personal message to the customer.

In addition, Hanson does not disclose or teach delivering to a subscriber a marketing message when the subscriber accesses a personal message. Instead, Hanson discloses delivering a marketing message to a customer when the customer selects a bid amount which has been displayed to the customer. Therefore, Applicant respectfully submits that independent claims 14 and 31 are not anticipated by Hanson and respectfully requests that the §102(e) rejection be withdrawn.

#### **IV. Response to 35 U.S.C. 103(a) Obviousness Rejection**

Paragraph 6 of the Office Action rejects claims 15-17 and 32-34 under 35 U.S.C. 103(a) as being unpatentable over Hanson. Specifically, the Examiner states that Hanson teaches assigning to a subscriber a telephone number and an e-mail address corresponding to the storage space such that the personal message corresponds to a voice message, receiving the message via telephone or e-mail, storing the voice message in the storage space and retrieving the voice message or e-mail from the storage space. The Examiner acknowledges that Hanson does not teach that the retrieving of the voice message or e-mail is prior to the delivering step, but concludes that it would have been obvious to one having ordinary skill in the art at the time that the invention was made to have included retrieving the voice message prior to delivering the corresponding marketing message, because such a modification would notify the customer that a personalized message would be forthcoming.

Applicant respectfully submits that the claims are not obvious in view of Hanson. For the reasons stated above in connection with claims 14 and 31, Applicant maintains that dependent claims 15-17, which depend from independent claim 14 and dependent claims 32-34 which depend from independent claim 31 are not rendered obvious by Hanson. For instance, Hanson does not teach or suggest a storage space configured to store a personal message to said subscriber. In addition, Hanson does not teach or suggest delivering to a subscriber a marketing message when the subscriber accesses a personal message, since Hanson discloses delivering an advertising message to a customer when the customer selects a bid amount which has been displayed to the customer. Thus, Applicant respectfully requests that the §103(a) rejection be withdrawn.

Paragraph 7 of the Office Action rejects claims 1, 4-5, 11-12, 18, 21-22, 28-30 and 41 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,933,778 to Buhrmann (hereinafter referred to as "Buhrmann") in view of European Patent Publication No. EP0732835A2 to Civanlar (hereinafter referred to as "Civanlar"). Specifically, with respect to claims 1, 4, 5, 11, 12, 18, 21, 22 and 28-30, the Examiner states that Buhrmann teaches receiving a time, date and telephone number, storing them in a database, and delivering the reminder telephone call at the specified time, date and telephone number. The Examiner acknowledges that Buhrmann does not teach that the step of receiving the information is via the Internet, but states that Civanlar teaches the utilization of the Internet and public-switched networks, wherein client information is received over the Internet and client's requests are handled by using a provided telephone number. However, the Examiner concludes that it would have been obvious to one having ordinary skill in the art at the time that the invention was made to have included

receiving the information via the Internet and delivering the service over the telephone.

Applicant respectfully submits that the claims are not obvious and requests that the §103(a) rejection be withdrawn.

Independent claim 1 of the present invention, as amended, relates to a method comprising the steps of receiving via internet a time, a date and a telephone number for a reminder telephone call. The time, date and telephone number of the reminder telephone call are stored in a database. The method also comprises the step of delivering via telephone said reminder telephone call at the specified time, date and telephone number, wherein the reminder telephone call further comprises a message associated with a product or service provider.

Furthermore, independent claim 18 of the present invention, as amended, relates to a method for a subscriber to receive a reminder telephone call. The method comprises the step of inputting to a server via internet, for storage in a database, a time, a date and a telephone number for a reminder telephone call. The method also comprises the step of receiving via telephone the reminder telephone call at the specified time, date and telephone number, wherein the reminder telephone call further comprises a message associated with a product or service provider.

Respectfully, claims 1 and 18 are not rendered obvious by the references cited by the Examiner. For instance, neither Buhrmann, Civanlar nor Hanson teach or suggest the delivery or receipt of a reminder telephone call that comprises a message associated with a product or service provider. Irrespective of whether or not Buhrmann and Civanlar teach the delivery or receipt of a reminder telephone call, none of the references teach or suggest the inclusion of a

such a message delivered or received with the reminder telephone call. Instead, Hanson discloses delivering a marketing message to a customer when the customer selects a bid amount which has been displayed to the customer. Therefore, Applicant respectfully submits that independent claims 1 and 18 are not anticipated by Hanson and respectfully requests that the rejection be withdrawn.

In addition, for the reasons stated above in connection with claims 1 and 18, Applicant maintains that dependent claims 3-13, which depend from independent claim 1 and dependent claims 20-30 which depend from independent claim 18 are not rendered obvious by the cited references. Thus, Applicant respectfully requests that the rejection of these claims be withdrawn.

With respect to claims 38 and 41, the Examiner states that the claims further recite that the reminder is for an e-mail message rather than a reminder telephone call, but that official notice is taken that it is well known to obtain and interchange the use of a telephone with e-mail. Applicant maintains that the rejection should be withdrawn.

Independent claim 38 of the present invention, as amended, relates to a method comprising the steps of receiving via internet a telephone number and an e-mail address corresponding to a subscriber; receiving an e-mail message at the e-mail address; and delivering to the subscriber via telephone an e-mail reminder telephone call, at the subscriber telephone number. The e-mail reminder telephone call informs the subscriber of the receipt of the e-mail message, and comprises a message associated with a product or service provider.

Respectfully, claim 38 is not rendered obvious by the references cited by the Examiner. For instance, neither Buhrmann, Civanlar nor Hanson teach or suggest the delivery or receipt of an e-mail reminder telephone call. The events which trigger the delivery (and receipt) of alert messages in Buhrmann are entered by the customer into a Personal Information Manager and are delivered at the selected time. None of the references, including Buhrmann, teach or suggest that the receipt of an e-mail message may be an event that triggers the delivery of a reminder telephone call.

Furthermore, none of the references teach or suggest the inclusion of a message associated with a product or service provider delivered or received with an e-mail reminder telephone call. As previously discussed, Hanson merely discloses the delivering of an advertisement to a customer when the customer selects a bid amount which has been displayed to the customer. Therefore, Applicant respectfully submits that independent claim 38 is not anticipated by Hanson and respectfully requests that the rejection be withdrawn.

In addition, for the reasons stated above in connection with claims 38, Applicant maintains that dependent claims 39-44, which depend from independent claim 38 are not rendered obvious by the cited references. Thus, Applicant respectfully requests that the rejection of these claims be withdrawn also.

With respect to the other rejections made by the Examiner, Applicant maintains that, for the reasons stated above, all of the claims are not rendered obvious by the cited references. Applicant requests that the rejection of all outstanding claims be withdrawn.

### Fees

Any additional fees or charges required at this time in connection with this application may be charged to Patent and Trademarks Office Deposit Account No. 19-2825.

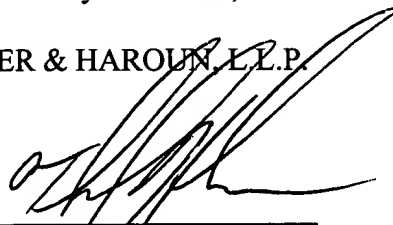
### Conclusion

In view of the aforementioned amendment and remarks, it is respectfully submitted that all claims currently pending in the above identified application are now in condition for allowance, the earliest possible notice of which is earnestly solicited. If in the Examiner's opinion the prosecution of the present application would be advanced by a telephone interview, he is invited to contact the undersigned at the telephone number listed below.

Respectfully submitted,

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By



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